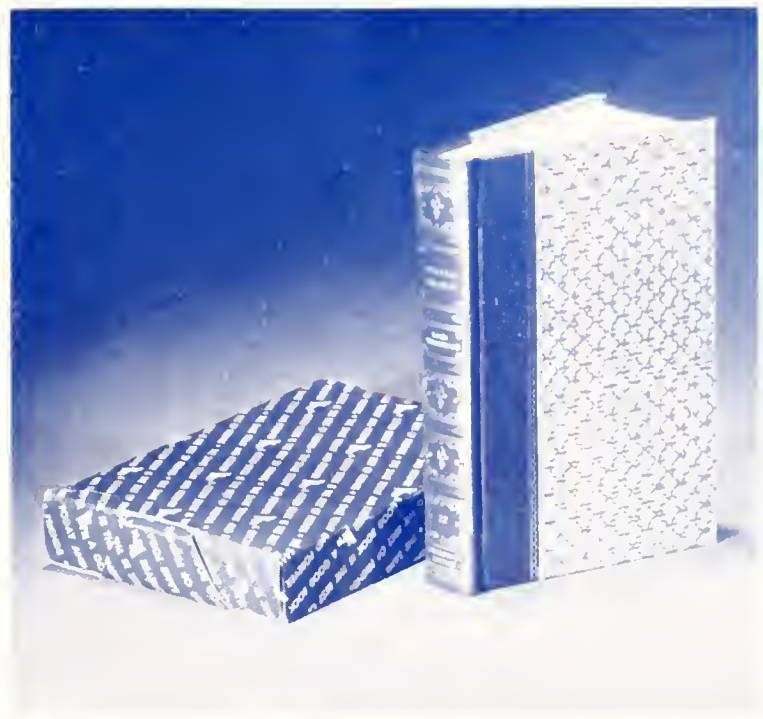
Dr. Louis A. Warren, 4S
Dir. Lincoln Nat'l Life Foundation 71

FEBRUARY

IS

LINCOLN MONTH



"Abraham Lincoln" by Lord Charnwood looks like a collector's edition. Size, 4½" x 6⅜" x 1". Paper bound with imitation leather back. Price $1.00 each, attractively boxed.

THIS Message describes unusual opportunities which you, the **Lincoln** representative, can use to secure publicity, make contacts, and be of service to your community this February.

There are five basic activities which you can fit into your Lincoln month program.

1. Secure newspaper and radio publicity.
2. Use Lincoln displays.
3. Work with the schools.
4. Contact program chairmen.
5. Cement your regular contacts.

NEWSPAPERS AND RADIO

Not only are newspaper editors and radio station program directors good people to know; they work with media that reach large numbers of people in your community. Available to you is a compilation* of interesting, unusual facts about Abraham Lincoln. This can be used in many ways. It is tailor-made for the feature editor or program director who wants to present some little-known facts about Lincoln on February 12. Here is another interesting possibility. Some papers feature local columnists who present unusual facts about interesting people in the community. Perhaps you can qualify as a subject for one of these columnists since he can refer to you as the man who provided the little-known facts about Lincoln. Perhaps the columnist would even mention that you will be glad to give Lincoln pamphlets, Gettysburg Address facsimiles, portraits and so forth to those who contact you.

In addition to this compilation sheet, you have readily available much other Lincoln material—four Lincoln speeches, fifteen Lincoln leaflets, many authoritative booklets and a Lincoln questionnaire listing answers to 100 questions most often asked about Lincoln. Even more important, you can secure direct from the Lincoln Foundation authoritative answers to many unusual Lincoln questions. Dr. Warren has Lincoln information catalogued in more than 3500 subject classifications and is ready to help you establish yourself as the center of Lincoln information in your community.

*Can be ordered from Agency-Supply. No cost.

LINCOLN DISPLAYS

Pictured in this Message are six Lincoln displays which have proved to be highly effective in securing publicity. They vary in size and style and can be adapted to a wide variety of uses. They can be placed in:

1. Store windows, large and small.
2. Lobbies of office buildings, banks, hotels, theaters, large restaurants, and post offices.
3. Booths at fairs, merchandising shows, etc.
4. Book or picture sections of department stores.
5. Public libraries, universities, business colleges, schools, public buildings, lodge rooms, and clubs.
6. Private and public museums.

Note: Space for your own imprint is provided with each display. You can arrange to have this taken care of locally.

Lincoln Cabin Display

This exhibit which reproduces in miniature the Lincoln birthplace farm is a real attention-getter. The cabin and fence are made from wood cut on the original Lincoln farm, near Hodgenville, Kentucky. The red earth which accompanies the display also comes from Lincoln's birthplace. Designed for a space approximately 40" x 50", the exhibit comes to you

Lincoln Cabin Display (complete) **$2.00**
Placards only (per set) ..... **.75**

These HANDS GUIDED the NATION 1861-1865
The Hands of Abraham Lincoln modeled from life by the sculptor, Volk, in 1860
YOUR NAME HERE
THE HAND OF LINCOLN
look on this cast, and know the hand
That bore a nation in its hold
From this mute witness understand
What Lincoln was. How large of mold

Lincoln Hands Display **$2.50**
Placards alone (per set) ..... **.50**

complete with descriptive placards with space for your imprint.

The International Citizen Display

With world problems dominating the news pages and television and radio news programs, this display is particularly appropriate now. It reproduces four portraits of Lincoln as interpreted by foreign artists who present Lincoln with the racial characteristics of the various countries. The display also carries the full-color portrait of Lincoln under which is space for your imprint. Overall size, 16″ x 40″.

Lincoln Hands Display

The hands that guide the nation were important in Civil War days. And they still are today! The Hands Display reproduces an arresting heading built around this idea, and features life-size replicas of Lincoln's hands molded in bronze-finish composition material. A descriptive card with space for your imprint and a card reproducing a poem about Lincoln's hands are included in the exhibit.

Patriotic Placards

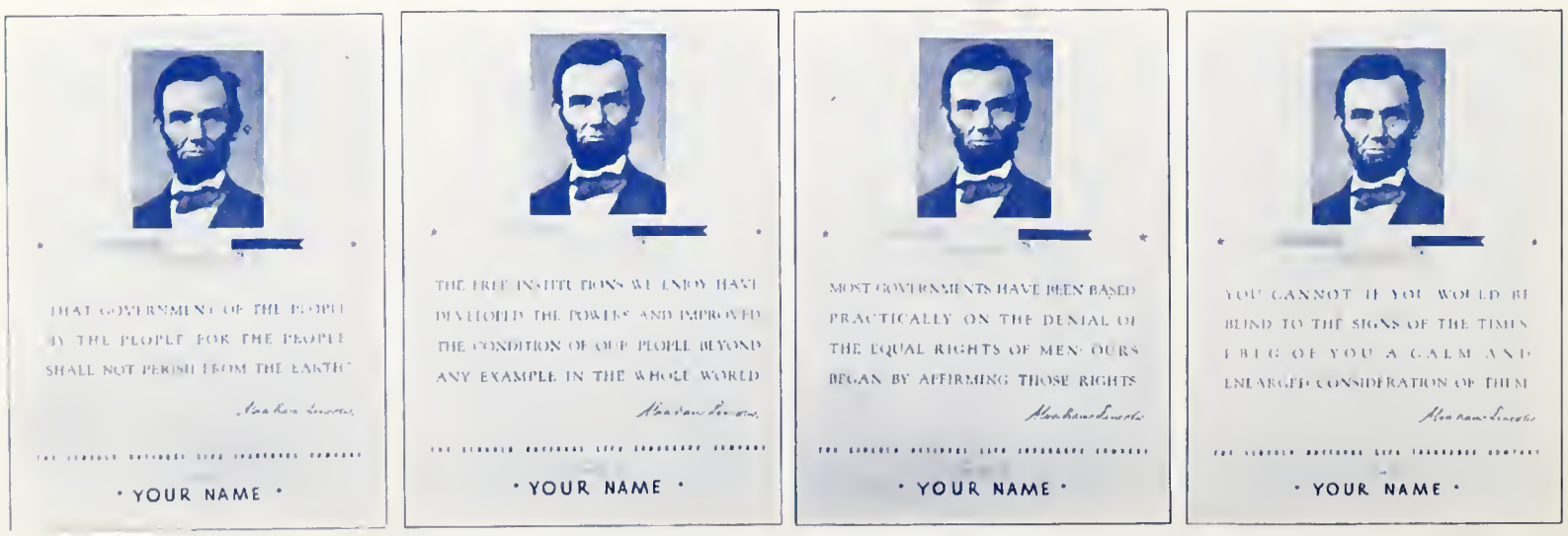
Lincoln's declarations about our form of government are especially pertinent now. The patriotic placards feature, in addition to Lincoln's portrait, four timeless, thought-provoking statements. Printed in red, white and blue on heavy cardboard 14″ x 20″ with easel backs and space for your imprint.

The Lincoln Head Display

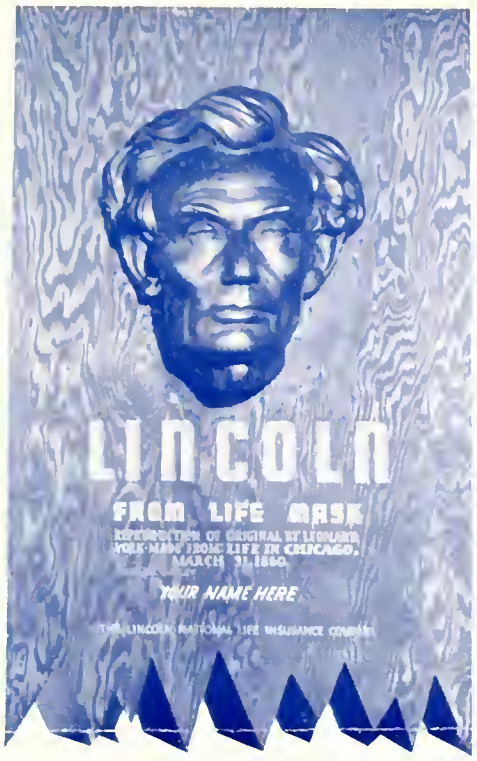
This striking exhibit, suitable for walls or windows, features an impressive Lincoln head reproduced from the original life mask by Leonard Volk. It is mounted on walnut stained plywood. The background board, 18″ x 30″, contains explanatory copy and space for your imprint.

Lincoln at Gettysburg Display

Here in Lincoln's own handwriting is his immortal Gettysburg address. Also featured is the Company's famous charcoal drawing, "Lincoln at Gettysburg," by M. Leone Bracker. Reproduced in two colors, it measures 28″ x 42″, yet this entire exhibit, equipped with a demountable steel easel, comes to you in a mailing tube. The display will stand by itself or hang on a wall. Room for your imprint at the bottom. Supplementing this display, you could make available either the facsimile Gettysburg Address or the pamphlet, "Little Known Facts About the Gettysburg Address," (Form 2805).


THAT GOVERNMENT OF THE PEOPLE BY THE PEOPLE FOR THE PEOPLE SHALL NOT PERISH FROM THE EARTH
Abraham Lincoln
• YOUR NAME •
THE FREE INSTITUTIONS WE ENJOY HAVE DEVELOPED THE POWERS AND IMPROVED THE CONDITION OF OUR PEOPLE BEYOND ANY EXAMPLE IN THE WHOLE WORLD
Abraham Lincoln
• YOUR NAME •
MOST GOVERNMENTS HAVE BEEN BASED PRACTICALLY ON THE DENIAL OF THE EQUAL RIGHTS OF MEN OURS BEGAN BY AFFIRMING THOSE RIGHTS
Abraham Lincoln
• YOUR NAME •
YOU CANNOT IF YOU WOULD BE BLIND TO THE SIGNS OF THE TIMES I BEG OF YOU A CALM AND ENLARGED CONSIDERATION OF THEM
Abraham Lincoln
• YOUR NAME •

The Patriotic Placards. Set of four ..... **50¢**



Lincoln Head Display.....$3.00

Lincoln at Gettysburg Display.....50¢

THE SCHOOLS

Many Lincoln representatives have successfully promoted Lincoln essay contests and Gettysburg Address recitation contests in the schools. These contests, which can be held every year, afford excellent opportunities for making desirable contacts. Lincoln items such as books, busts, and bookends make desirable prizes for the winners, and Gettysburg Address facsimiles are welcomed by each pupil taking part. Also available are mimeographed copies of a school playlet which you can sponsor. It is entitled "Why Lincoln Grew A Beard." In working with the schools you not only contact teachers who, themselves, are good life insurance prospects, but the door is also opened for you to contact the children's families.

Mimeographed copies of the playlet as well as instruction sheets for sponsoring an essay contest may be ordered on requisition Form 749.

PROGRAM CHAIRMEN

Luncheon clubs, business colleges, women's clubs, veterans organizations, schools, and churches—among others—will be arranging Lincoln programs in February. You can make valuable contacts while helping the program chairmen prepare for these events. Or you can gain considerable prestige and publicity by delivering such a talk yourself. You have available four Lincoln speeches suitable for delivery before general audiences. The titles are: "Lincoln's Early Vocations," "Lincoln the Prairie Lawyer," "Lincoln the Patriot," and "Abraham Lincoln, Commander-in-Chief."

At these meetings you could also distribute some inexpensive but highly-valued Lincoln mementos: The facsimile Gettysburg Address, the famous Bixby letter in Lincoln's handwriting, the small black and white Brady photographs (Form 1966). Lincoln leaflets (15 subjects), Lincoln booklets, or a full-color Lincoln portrait (3 sizes). This is the finest color picture of Lincoln available, and since LNL owns the original T. Hamilton Crawford portrait, these reproductions are available only through you.

YOUR REGULAR CONTACTS

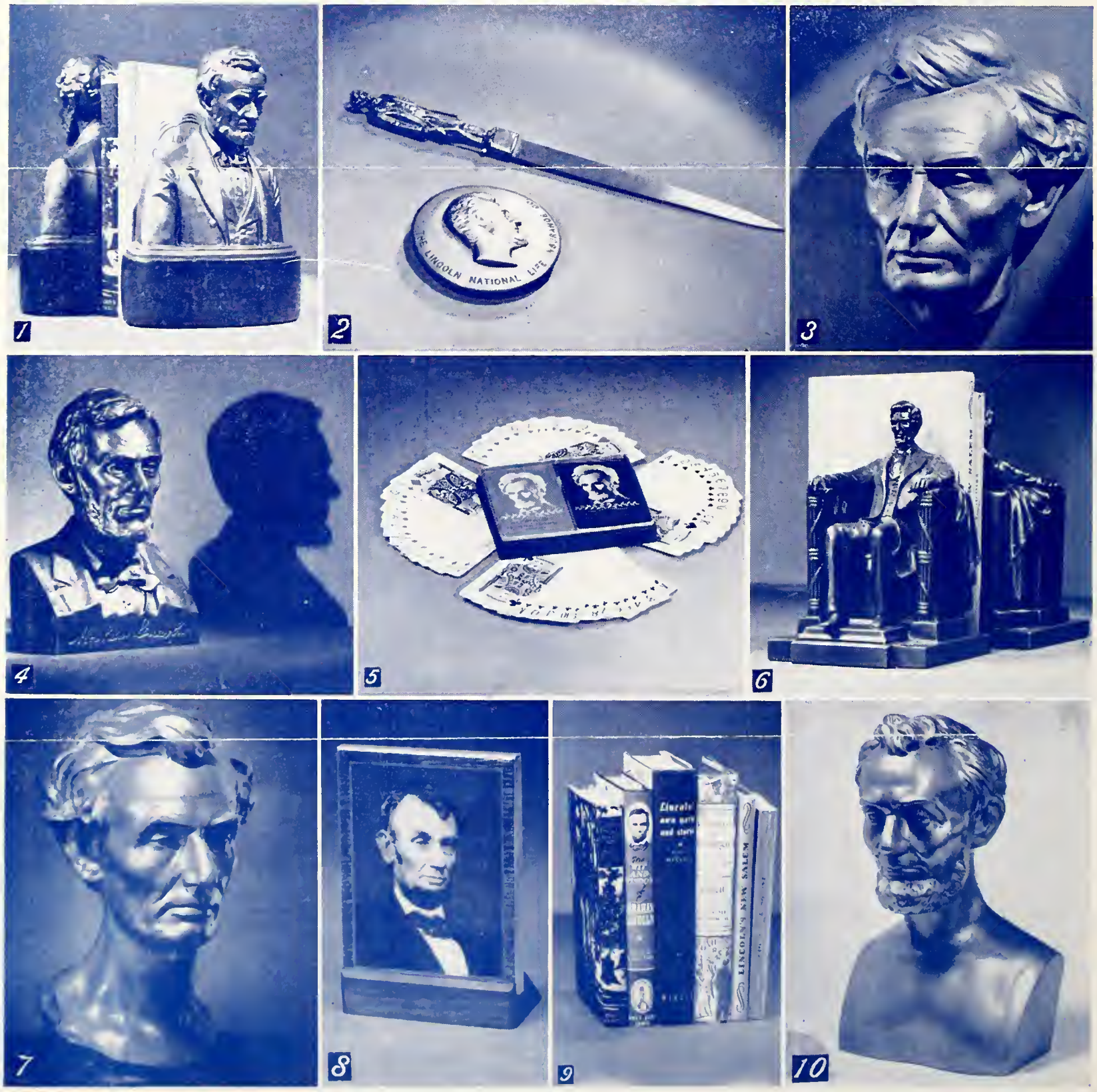
In addition to the leaflets, pictures, booklets, etc. already described, there are many other Lincoln items you can use in your regular contacts in February and throughout the year. A Lincoln book with your card enclosed makes a dignified, appropriate gift which keeps your association with Lincoln National Life before your clients. Available this year, for the first time, is an attractive book de-

International Lincoln Display.....50¢

Lincoln paper weight.

signed to look like a collector's edition. It is "Abraham Lincoln" by Lord Charnwood. The cost is only $1.00. Some Lincoln representatives have found it worth while to present a small Lincoln library to a school, club, or valued contact. A six-book Lincoln library is available and the total cost is only $5.00. Some of the more popular Lincoln items are shown in this Message. Two of these, the full-color Pyraglass Lincoln plaque and the beautiful new Lincoln paper weight are particularly appropriate for home or office. The paper weight, reproduced on page three, features a bronze Lincoln medallion molded in transparent plastic with a black base. And remember that Lincoln banks, bridge and gin rummy score pads and book matches take on added value in February because they feature the Lincoln identification. Your clients will appreciate them now, more than ever.

To make the most of your opportunities will require planning and preparation, so make your Lincoln month plans early. Place your order for material as soon as possible, using the regular requisition, Form 749.



1. Rebeck book ends
2. Lincoln letter opener, Lincoln paper weight
3. Head by Volk
4. Lincoln head bank
5. New playing cards
6. French book ends
7. Bust by Volk
8. Pyraglass Lincoln plaque with base
9. Six-book library
10. Bearded bust by Bastiani